

APR 29 2005

This facsimile message and its contents are legally privileged and confidential information intended solely for the use of the addressee. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, copying or other use of this message and its contents is strictly prohibited. If you have received this telecopy in error, please notify us immediately by telephone and return the original message to us at the address shown below via the Postal Service. Thank You.

# ALSTON & BIRD LLP

101 South Tryon Street, Suite 4000  
Charlotte, NC 28280-4000

704-444-1000  
Fax: 704-444-1111

## TELECOPY PLEASE DELIVER AS SOON AS POSSIBLE

DATE: April 29, 2005

TO: U.S. Patent and Trademark Office  
Attention: Examiner C. Colon - Group Art Unit 3623

FROM: W. Kevin Ransom

\* \* \* \* OFFICIAL \* \* \* \*

In re: Poage et al.  
Appl. No. 09/385,414  
Filed: August 30, 1999  
For: APPARATUS AND METHOD FOR CREATING A  
MARKETING INITIATIVE

RECEIVED  
MAY - 2 2005  
CIFE/JCWS

NO. OF PAGES: 11  
(Including cover page)

OPERATOR:

IF NOT RECEIVED PROPERLY, PLEASE NOTIFY ME IMMEDIATELY AT

USER CODE:	RANSK	FAX NUMBER:	(703) 872-9306
CLIENT/MATTER:	023895/257070		
REQUESTED BY:	E. Kelly Ext. 1066	VOICE NUMBER:	

CLT01/4702738v1

CLT01/4702738v1

APR 29 2005

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.: 09/385,414 Confirmation No.: 9114  
Applicant(s): Poage et al.  
Filed: August 30, 1999  
Art Unit: 3623  
Examiner: C. Colon  
Title: APPARATUS AND METHOD  
FOR CREATING A MARKETING  
INITIATIVE

Docket No.: 023895/257070  
Customer No.: 00826

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT AFTER FINAL ACTION  
PURSUANT TO 37 C.F.R. § 1.116

Sir:

In response to the Office Action dated January 26, 2005, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims beginning on page 2 of this paper.

**Remarks** begin on page 8 of this paper.